

PRESS RELEASE

For immediate release

Léger survey on the shopping experience Videotron rated best telecommunications retailer in Québec

Montréal, November 23, 2017 – Videotron’s focus on customer experience has paid off with a number 1 ranking on the list of the best telecommunications retailers in Quebec for the seventh time. According to a Léger survey published in *Les Affaires*, Québec-based Videotron’s 130-store Québec-wide retail network was rated tops in overall in-store customer experience.

“The quality of the service at our stores reflects the dedication of our customer-facing employees,” commented Jean Novak, President of Videotron Business Solutions and Senior Vice President, Sales Network of Videotron. “Our motivated employees and community-rooted franchise partners are the keys to our success. We owe this distinction to them.”

Year in year out, Videotron staff’s top priority is to provide each customer with efficient and friendly service that meets his or her specific needs. Driven to constantly reinvent itself, Videotron frequently tests new approaches, including new customer service models at its retail locations. This signal honour confirms that Quebecers notice and appreciate our ongoing effort to deliver the best possible customer experience.

The Léger survey analyzed, evaluated and rated a total of 199 retail chains with locations in Québec, based on the views of thousands of consumers.

About Videotron

Videotron (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone and mobile telephone services. Videotron is a leader in new technologies with its illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of September 30, 2017, Videotron was serving 1,649,000 cable television customers, including 1,603,900 Digital TV subscribers. The Club illico over-the-top video service had 347,400 members. Videotron is also the Québec leader in high-speed Internet access, with 1,654,100 subscribers to its cable service as of September 30, 2017. As of the same date, Videotron had 990,300 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,205,400 Québec households and organizations. For the twelfth consecutive year, Videotron ranked as Québec’s most respected telecommunications company in the annual Léger survey.

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